

# Discrepance Dynamics on Ecotourism Development in Sembilang National Parks, Indonesia

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**Abstract:** In line with the shifting principle of forestry development from timber management to resourced based management, it can be said that the current orientation of Indonesian forestry development is on the right path. On the other hand, the dynamics of discrepancy among actors in ecotourism development is a fundamental obstacle that always brings discontinuation of a program in the long run. This study used analysis of One Score One Indicator Scoring System, which aimed to minimize subjectivity and simplify the various components of statements and/ or questions arranged in the form of questionnaires; which was then analyzed descriptively and qualitatively as material for consideration to achieve optimum results. Overall, the results of the study showed that there was a discrepancy between society and the government in ecotourism development; both in the large domains of economics, ecology and socio-culture. Although there were symptoms of polarization, but stakeholders agreed that the benefits distribution of ecotourism development was able to create new employment opportunities, increase community income or increase value, and develop various recollection demands. For these reasons, the orientation of a partial development should be encouraged and directed to be a strong motivation in realizing various forms of ecotourism implementation. The aggressive strategies needed to be done are: 1) Ecotourism Development Planning; 2) Collaboration and Partnership Management.

**Keywords:** Ecotourism; Discrepancy; One Score One Indicator Scoring System; Sembilang National Park; Sustainability

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## 1. Introduction

In line with the shifting principle of forestry development from timber management to resourced based management, it can be said that Indonesia's current forestry development orientation is on the right path. In a historical perspective, the shifting in the principle of development originated from a public movement that began to saturate due to the over exploitation of various forestry resources throughout the world, especially in developing countries. Avenzora (2013) said that the movement of the world community in the early 80s was originally a natural trend (movement back to nature) which later turned into a formal movement along with the emergence of the World Conservation Strategy declaration in 1980. Then, the importance of enforcing the pillar of conservation has become more solid because of the establishment of the World Commission on Environment and Development (WCED) institution in 1983; wherein later conclusions in the form of documents were born which emphasized the importance of sustainable concepts in various forms of development implementation.

On the other hand, the tourism sector has also adopted the three pillars of sustainability paradigm as the 21st Agenda was declared in Rio de Janeiro in 1992. One of the 21 agendas is Travel and Tourism which substantially confirms the implementation of the sustainable development trilogy in various forms of implementation of tourism. With the foundation of thinking that in principle must be able to maintain the sustainability of resources, various policy mandates have been carried out to

Indonesian tourism sector. In the National Medium-Term Plan, as well as the mandate of the vision and mission as stated in NAWA CITA, Indonesian Tourism is currently a strategic sector in the pillar of national economic development. Through the conceptually-themed NAWA CITA movement, the Ministry of Tourism has at least targeted foreign tourist arrivals are in the number of 20 million and the movement of domestic tourists by 275 million in 2019 (Avenzora *et al.*, 2018). Tourism as Indonesia's core economy projects that by 2019 will contribute 20 billion USD in foreign exchange (Ministry of Culture and Tourism, 2019). In the context of developing ecotourism in conservation areas, the Work Cabinet mandates in RPJMN in the period of 2015-2019 that ecotourism and tourism in general are leading sectors and are designated as "National Priority". This is certainly an opportunity and challenge for all parties committing to drive the macroeconomy through ecotourism development, and specifically the development of ecotourism in conservation areas.

Among the abundance of ecotourism space resources in Indonesian conservation area, Sembilang National Park (SNP) is one of the National Parks that has "myriad potential" ecotourism; both ecotourism and eco-culture tourism. In the National Nature Tourism Development Master Plan documents in the period of 2018-2078 compiled by Avenzora *et al.* (2018), it is stated that Sembilang National Park is an area categorized as "Rising Star", which is a growth area as a support for the main destination (gravity center). With the determination of SNP as "Rising Star", there are several inherent characteristics including: 1) having optimum carrying capacity; 2) meso guide recreation activity; 3) extensive price, and; 4) medium thematic. With the four characteristics inherent in the SNP, SNP is more appropriate to be the position of the center of interest and to be also a benchmarking in the development of ecotourism in a region. Beside the completeness and uniqueness of various natural elements as recently established as a Biosphere Reserve by UNESCO in July 2018, then the uniqueness of material and immaterial heritage that is owned and/ or made by local communities, which is also beneficial to be presented to the ecotourists. The uniqueness of the various socio-cultural aspects found in the SNP environment, which is not only valuable as a diversity of supply, but also a great opportunity to increase added value and multiplier effects in various fields and businesses.

As the policy mandate inherent in SNP, the existence of SNP with its wealth of ecological resources, socio-cultural and ecotourism will fall out and not benefit when the dynamics of discrepancy among actors occurs in ecotourism development. It should be remembered that ecotourism or tourism is a multi-sector that is interrelated each other, so that an obstacle in one sector will affect discontinuity which brings gradual destruction. For that matter, carefulness in every step of ecotourism development is absolutely necessary in an integrated manner. To minimize the possibility of discrepancy in ecotourism development, Avenzora (2013) has warned that integrated planning is not only to optimize the function and performance of each related element, but also to meet the need to unite tourism into the whole development policy. For this reason, this study was not only important as a demand approach step, but also with regard to the theory of integrated and behavior approach which was actually crucial in the whole development of ecotourism.

## **2. Related Works/ Literature Review**

### **2.1. Discrepancy**

Before review various literatures which related to this study, previously review various definitive theories as an effort to understand discrepancies, tourism development, and ecotourism domains as a science. In the Cambridge Dictionary (2019), discrepancies mean as "a difference between two things that should be the same." While in the Indonesian Dictionary (KBBI), the word Discrepancy implies incompatibility or incompatibility; so that it can be interpreted as differences in objectives in various sectors which will ultimately bring polarization between actors. In mathematics, discrepancy means incompatibility that describes the deviation of the situation and condition of the desired concept; so this theory is also often called distribution deviation. Then the discrepancy referred to in this study can be interpreted as differentiation between actors in the orientation of ecotourism development in Sembilang National Park. The dynamics of the discrepancy that occurs in ecotourism development not only brings ineffectiveness and inefficiency in the performance and program that will be carried out or underway, but also has the potential to create budgetary disharmony and trouble in important strategic policy that have impact on the slow development of ecotourism itself.

## 2.2. Development

While in development perspective, development is an open concept so it must be defined continuously along with an understanding of the process of change or because of the emergence of new problems that require solutions through development practices. Therefore, development can be understood as a process of structural transformation that presupposes cultural, political, social and economic changes (Hetne; 2001: 4). While the United Nations Conference on Environment and Development (UNCED, 1992); Siahaan (2007: 11) defines sustainable development as development that meets the needs of the present generation without reducing the ability of future generations to meet their needs. The concept of sustainable development is adopted into the realm of tourism by the World Commission on Environment and Development (WCED) by mean of a part of sustainable development that pays attention to current needs by considering the future needs of future generations (WCED, 1987: 8) ; Blamey, 2001: 11). Then WTO (2013: 17) defines sustainable tourism as "tourism that takes full account of current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

## 2.3. Ecotourism

While in ecotourism context, the concept of ecotourism in the world was first introduced by environmental experts who had long been involved in natural travel, namely Hector Ceballos-Lascurain (1987). Then, in The Ecotourism Society in 1991 cited from Nugroho (2011: 15), ecotourism is a travel tour to natural areas in order to conserve or save the environment and provide local livelihood. According to the World Union Conservation Union (WCU); Nugroho (2011: 15), ecotourism is a tourist trip to areas where the natural environment is still pristine, by respecting its cultural and natural heritage to support conservation efforts, not to produce negative impacts and provide socio-economic benefits that respect local participation. Referring to these principles, the term ecotourism is difficult to define because of the many elements that will be involved (Alikodra; 2012).

While Avenzora (2008) has reminded that the meaning of ecotourism should not only be spatial or partial, but must include at all these stages while still adhering to the three pillars of sustainability and sustainable development: ecology, socio-economic and socio-cultural. So holistically, ecotourism is defined as a tourism activity whose entire stages refer to the principle of sustainable development which can be done on all forms of tourism/ ecotourism; so it is not just an activity that is only done in natural, untouched and remote destinations, but in the form of a series of activities consisting of 5 stages, namely: (1) planning, (2) travelling to the destination, (3) activities at the destination, (4) returning journey from the destination and (5) recollection (Avenzora 2008). From the various literature theories, it can be interpreted that the ecotourism should not only be interpreted as an activity which focus on the "remote area" area but also means a concept that can be carried out by various areas which have ecotourism resources potentials. Therefore in its implementation, ecotourism concept could be apply in rural or urban areas.

In social research study, Mahbub *et al.* (2018) conducted a quite interesting research which was to compare public perceptions between planning of karst mining areas development and planning of karst ecotourism villages development. This study found that 68% of society did not appove the karst mining proposal. While in the ecotourism development planning context, the data shows that society perception of Sambueja Village are positive (73% agree) to the karst ecotourism development planning proposal. The majority of society stated that they did not mind if Sambueja Village was built and develop as an ecotourism village, nevertheless requisite refers to the tourism concept which concern to environmental functions preservation, ecological potentials, and maintaining cultural values in the local community.

The study of ecotourism development parties polarization in Bukit Barisan Selatan National Park conducted by Agustina *et al.* (2018); generally found stakeholders (community tourists and managers) in the ecotourism hospitality development shows a harmonious perception in symmetrical polarization form. This indicates that tourism management in Kubu Perahu National Park Tourism Management unit goes well. The advantages of those findings not only for science but also for the parties to facilitate the implementation of various ecotourism activities.

### 3. Material & Methodology

#### 3.1. Time and Research Location

The study was conducted from August to November 2018 in Sembilang National Park (Administrative Region of Sungsang IV Village and Sei Sembilang Hamlet, Banyuasin District, South Sumatra Province). The location was chosen with the consideration that Sungsang IV Village was an administrative village located outside the area, while Hamlet Sei Sembilang was an Administrative Hamlet included in the SNP area, or in a special zone.

#### 3.2. Methods

The sampling technique used in the study was incidental sampling, in which anyone who incidentally (incidentally) met the researcher could be used as a sample, if the person was suitable as a source of data (Sugiyono, 2012: 126). Roscoe (1982, in Sugiyono 2010) stated that if the sample is divided into categories, then the number of sample members in each category is at least 30 respondents, so the total respondents taken were 60 respondents (30 communities and 30 governments). The framework of the approach used was phenomenology (Altinay and Paraskevas 2008). The research instrument used was a closed questionnaire with a Likert scale guide to a scale of 1-7 (modification of the 1-5 Likert scale). This was because the character of the Indonesian people articulated a value in great detail (Avenzora 2008).

Various qualitative data would be processed and presented in tabulative descriptive manner, while quantitative data would be processed using basic descriptive statistical techniques in the form of frequency distribution. Frequency distribution indicated the number and percentage of respondents and the object of study included in the existing category to provide initial information about the respondent or object of study. Thus, the calculation of frequency distribution could be calculated based on the arithmetic mean and mode. The analysis was conducted with One Score Indicator Scoring System, which is an analysis model used by developing questionnaire elaboration in collecting data and evaluating various variables that have been determined by researchers (Avenzora 2008; Avenzora *et al.* 2013: 517). This method was used to minimize subjectivity and simplify the various components of statements and/ or questions arranged in the form of questionnaires; which was then analyzed descriptively qualitatively as material for consideration to achieve optimum results. Furthermore, SWOT analysis was used as a basic reference for formulating strategies stated in the IFA and EFA.

### 4. Results and Discussion

#### 4.1. Respondents Characteristics

**Community Respondents.** The results of the study show that respondents were dominated by men with 81%; and married (**Figure 1**). The average age of the community respondents is 40 years with the number of dependents family members dependents was 3 people. The population community categories in Sungsang IV Village and Sei Sembilang Hamlet who were chosen as respondents were 65% are locals, while the outsider population was only 35%. Based on the results of the study and the secondary data explained that outsiders generally from Bugis (Sulawesi), Malay tribes from Riau, and Javanese and also from Ogan and Komering. As in various regions of Indonesia, the characteristics of education of community in coastal areas generally are relatively low. The Sungsang community where were 10% of respondents uncompleted elementary school, 45% graduated from elementary school, 16% educated in junior high school and 23% educated in senior high school. It should be noted, the low level education of coastal communities such as in Sungsang Village is not because of their low motivation for education, but because of several other factors such as limited school public facilities in elementary, junior high or high school, far accessibility and limited costs.

As a Buffer Village which is topographically located in the lowlands and the coastal area of the Musi River estuary, the background of community occupation generally is dominated by 55% fishermen, both fishermen and fishermanhand. While 26% are entrepreneurs, 10% are Civil Servants, and so on. The main livelihoods of Sembilang Hamlet's community are utilizing marine products such as being fishermen, both taking fish and shrimp or other fisheries. Community who depend on their lives as fishermen and fishermanhand are composed of various specifications of expertise such as fish fishermen, anchovy, crabs, salted fish makers, shrimp paste makers, shrimp processing, shellfish

ponds, grouper ponds, fish sellers and buyers outside warehouse (seller on the line) and so on. While who are entrepreneurs consist of sellers of ice cubes, fuel oil, gallon water, basic food, clothing, transportation services, and so on. Then in terms of income base, 42% local community generally only earns less than 1 million/ month which is below the average of the City Minimum Wage of Sungsang Regency totally IDR 2,865,688/ month.

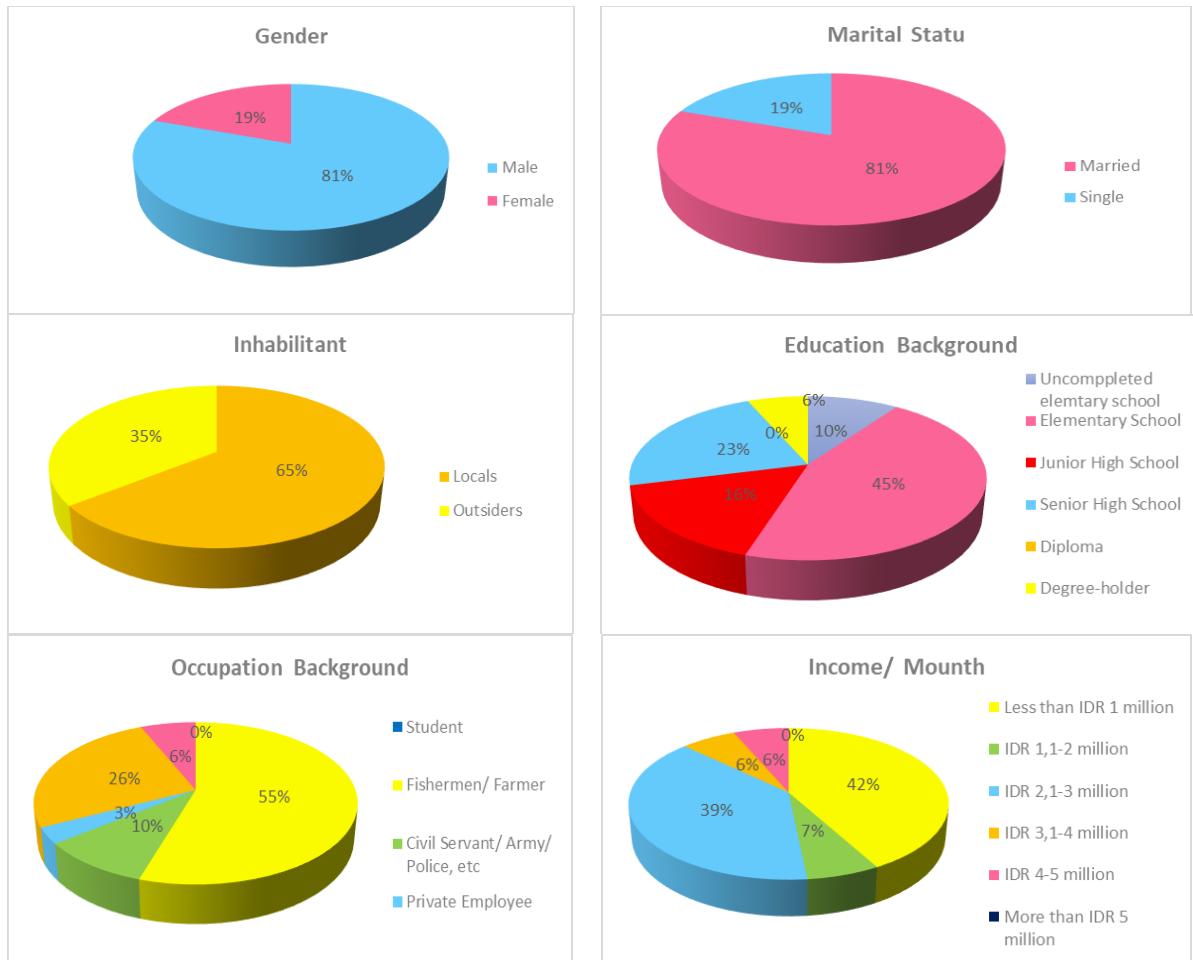


Figure 1. Characteristics of Community Respondents

**Government Respondents.** Primary data shows that the local government chosen as the respondents were mostly men (83%) with 83% marriage status (Figure 2). The average age of government respondents is 37 years with the number of dependents of family members are 3 people. Most of the government respondents were classified as locals who reached 80%. While in terms of education, the data shows that many of them were educated at senior high school level (53%) and Bachelor (17%). Occupation background classified into 3 categories due to the limitation of National Park (NP) managers who did not reach the minimum number of respondents until 30 people. Three occupational background categories shows that respondents who worked as National Park employees were only 7%, while others were Employees/ Village-District Officers (46%) and Civil servant/ Indonesian Army/ Indonesian National Police and other up to 47%. In terms of income, many of them are especially village officials who are still honorary (honorary civil servants) less than IDR 2.4 million. However, even though their income is mostly below City Minimum Wage, they become entrepreneur in services and goods; such as groceries and culinary, local transportation (*becak-ojek*), fish-shrimp suppliers, etc.

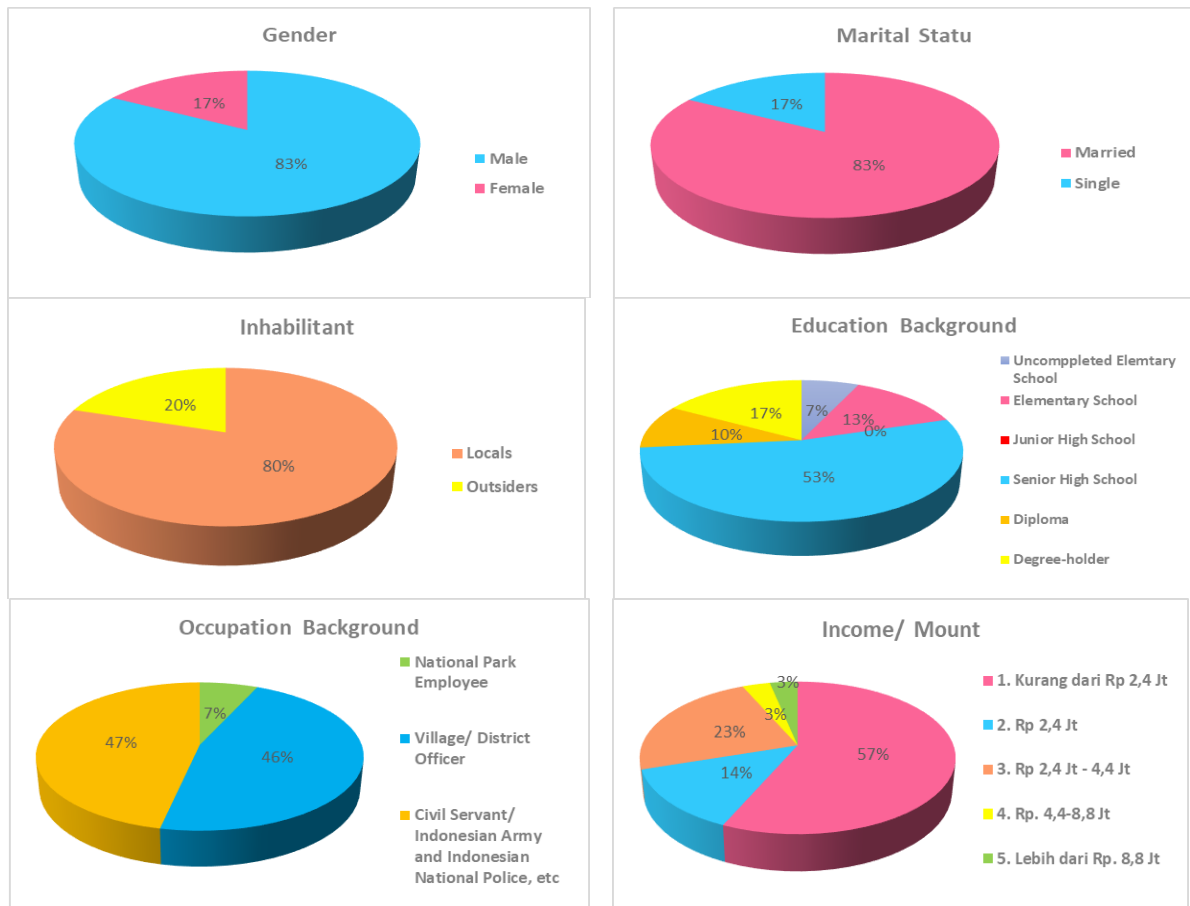
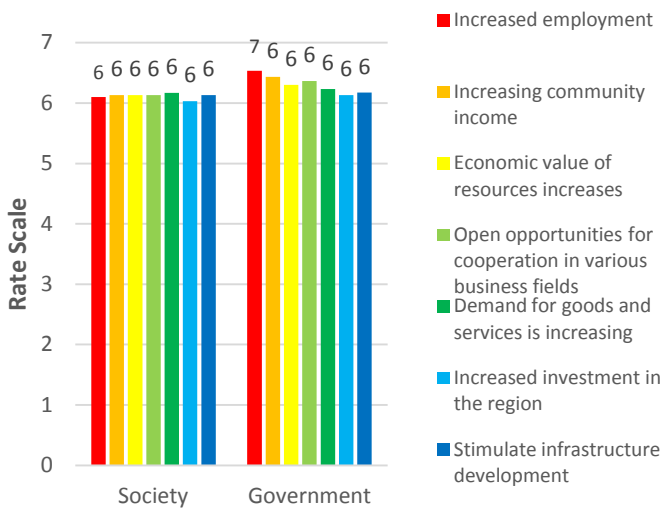


Figure 2. Characteristics of Government Respondents

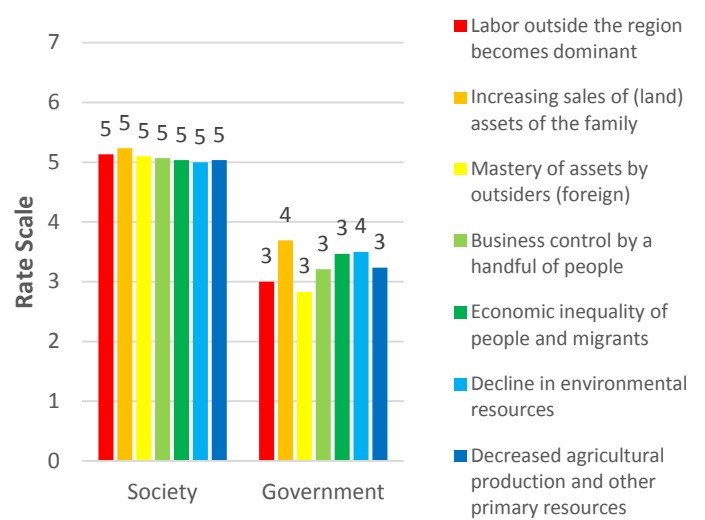
#### 4.2. Dynamics of Ecotourism Perception

**Positive Perception of Tourism Economy.** The results of the study showed that all elements of society and the government agreed (**Score 6**) on the positive perception of the tourism economy (**Figure 3A**). This indicates that there is an understanding and awareness of stakeholders on the economic benefits obtained from various forms of ecotourism activities. People assume that with the development of ecotourism in their area, various distribution of benefits can be achieved such as the opening of new jobs, increasing community income or added value, and increasing demand for culinary processed goods. Gursoy & Rutherford (2004) stated that society also see tourism as a tool to reduce unemployment because tourism activities create new opportunities for employment and further increase the income of individuals, communities and government. For the government itself, with the development of tourism in their region, it will automatically increase Regional Original Income (ROI) and stimulate infrastructure development. Chase *et al.* (1998) revealed that the tourism sector can be relied upon to be an instrument of economic development through government policy innovations and other mechanisms. Nugroho (2011) noted that the tourism sector in Australia in 1996 presented economic benefits of at least 5.5% of GDP, 8% of labor and 12% of export value and among the various space spaces around 46% ecotourists visited National Parks and Botanical Gardens.

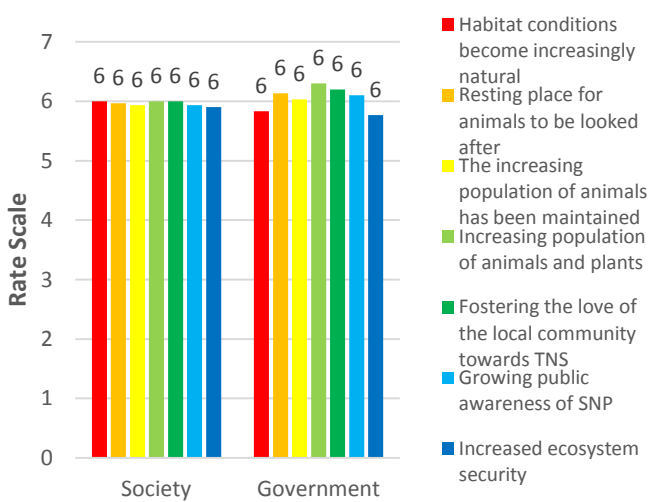
(A) Positive Perception of Ecotourism Economy



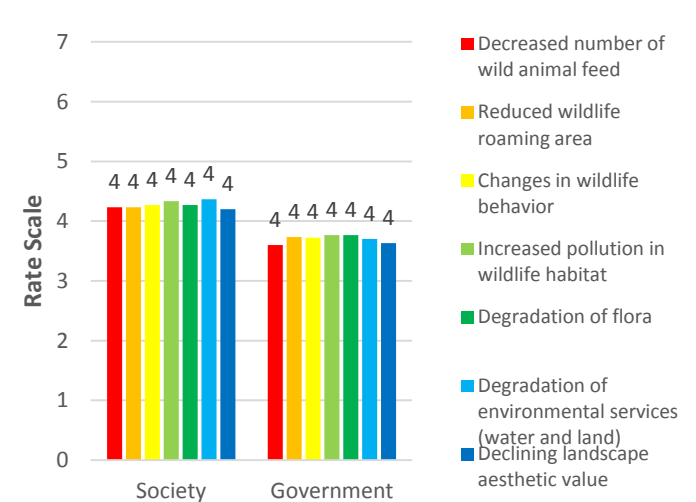
(B) Negative Perception of Ecotourism Economy



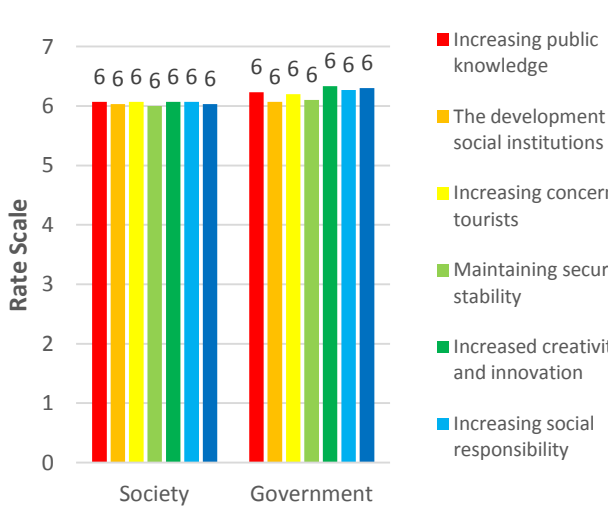
(C) Positive Perception of Ecotourism Ecology



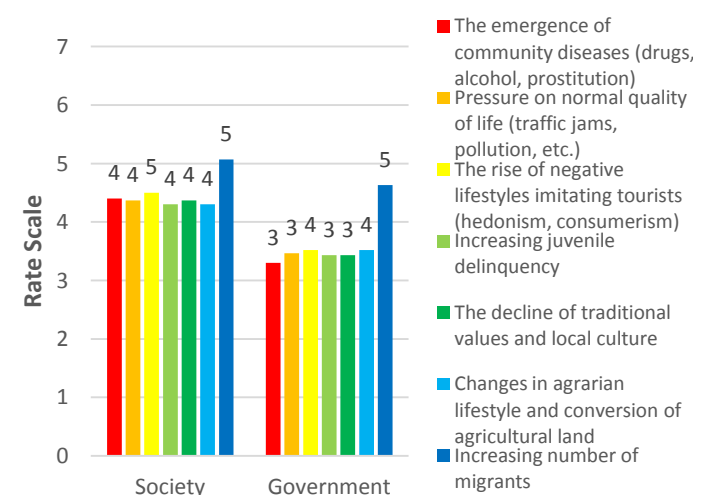
(D) Negative Perception of Ecotourism Ecology



(E) Positive Perception of Ecotourism Socio-Culture



(F) Negative Perception of Ecotourism Socio-Culture



**Figure 3.** (A) Positive Perception of Ecotourism Economy; (B) Negative Perception of Ecotourism Economy; (C) Positive Perception of Ecotourism Ecology; (D) Negative Perception of Ecotourism Ecology; (E) Positive Perceptions of Socio-Cultural Ecotourism and; (F) Negative Perception of the Socio-Culture of Ecotourism.

**Negative Perception of Ecotourism Economics.** In various indicators (**Figure 3B**), the data shows that the average score produced by the community on the negative perception of ecotourism economics is rather good (**Score 5**). This indicates that the community thinks rationalistically about the various negative possibilities of tourism development, especially the negative impacts of ecotourism economics. The community considers that in addition to ecotourism development is able to create a variety of economic benefits, on the other hand ecotourism is also able to minimize social disparity between indigenous communities and immigrant communities. Archer & Cooper (1998); Lindberg, (2001); Lai & Nepal (2005) convey the possible negative impacts of ecotourism economics as follows: “while economic benefits are often welcomed by community members, tourism development also brings in unfavorable economic effects, such as inflation, over-dependence on tourism industry, and leakage of tourism revenues.” Unlike the government case as a whole which states that it agrees or produces an arithmetic mean score of 3 on the negative impact of ecotourism economics. It is understandable that the government as a regulator and facilitator overshadows tourism development (ecotourism). In addition, it is understandable that the government also has a mission to increase their ROI (Regional Original Revenue) in order to achieve economic stability in the development area. Even the government views tourism as one of the catalysts of nation-building so that it is expected to be able to create public welfare.

**Positive Perception of Ecotourism Ecology.** In various indicators, the data (**Figure 3C**) shows that the average score produced by the community and the government on the positive perceptions of ecotourism is good (**Score 6**). This indicates that there is a deep awareness from stakeholders that tourism is able to stimulate desire to keep the environment together. They assume that if the environment resource is degraded, then various ongoing tourism activities will automatically decrease the intensity and not impossible to experience collapsing. On that matter, it becomes very important and crucial if tourism development harmonizes economic and ecological dynamics. Gatewood and Cameron (2009: 21) described that the positive impact of tourism on the environment is better environmental conservation, and it will also lead to an improved process of protecting historical sites and old buildings, and it will increase ownership of natural resources.

**Negative Perception of Ecotourism Ecology.** In general, the data (**Figure 3D**) shows that both the community and the government provide an ordinary assessment (**Score 4**) of the negative perception of ecotourism ecology. It can be said that stakeholders understand that beside ecotourism is able to provide a distribution of ecological benefits, on the other hand juvenile tourism can provide a variety of negative environmental impacts such as increasingly polluted and damaged resources. They know that various natural resources such as water, land, air, flora and fauna are also experiencing degradation as happened in several tourist areas in Indonesia. In fact, National Park employees know exactly the ecological negative impacts that will occur if the environmental carrying capacity (ecology) in the National Park is not enforced; which in the end will have implications for the damage and degradation of existing flora and fauna. Regarding the negative impact of ecotourism activities, Kuvan (2005: 263) explained that in general tourism activities are consumptive towards natural resources and they produce waste that can damage the environment.

**Positive Perception of Ecotourism Socio-Culture.** The results of the study show that the average value produced by stakeholders on the positive perception of the socio-cultural tourism (**Figure 3E**) is good (**Score 6**). The community considers that the development of ecotourism carried out in the region in the future is able to provide various social benefits such as being able to improve intellectuality through the exchange of information and experience and being able to lift the cultural dignity and values that they have. This is similar to Pitana's explanation (2010: 143) that most tourists (61.78%) visit Bali because they are interested in culture; tourists who are interested in nature, flora and fauna contribute (32.8%); and the rest are interested in other aspects. For the government itself, various unique natural resources owned by Sembilang National Park, various typical dances owned by the people in Penyanga Village (Sungsang Village) and various cultural manifestations in the form of food or dumplings are appropriate and feasible to be developed as culinary attractions.

**Negative Perception of Ecotourism Socio-Culture.** In various criteria, the data (**Figure 3F**) shows that the negative perceptions of ecotourism socio-cultural provided by the community and government are of moderate meaning (**Score 4**). This means that both the community and the government both consider ecotourism beside being able to increase the dignity of culture, on the other hand ecotourism can also provide logical consequences that lead to negative things such as the

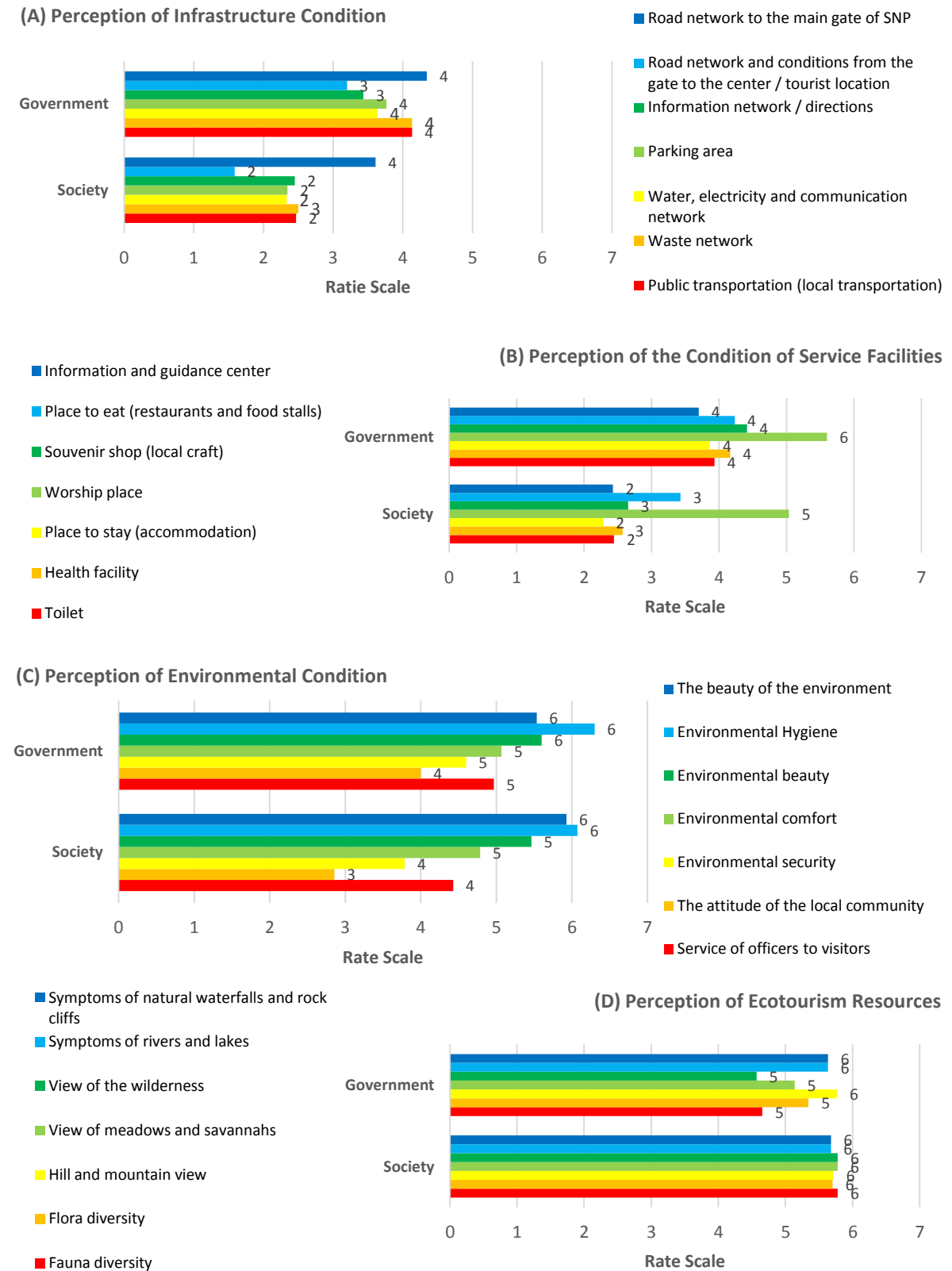


commodification of culture that removes sacredness in ritual practices. In addition, another concern is that it can lead to increasing juvenile delinquency due to the increasingly heterogeneous area of settlements which also simultaneously raises the hedonism of the public over tourists. Setiawan (2012) stated that the development of tourism that utilizes cultural heritage is a manifestation of the commodification of culture. As a result, the changing face of culture no longer rests on actual values but follows the market's wishes. On this matter, prudence in tourism planning is very absolute to do and various scientific planning processes are the key to success in ecotourism development.

**Perception of Infrastructure.** In various indicators, the data (**Figure 4A**) shows that the public perception of the infrastructure condition in the National Park, especially the Sembilang area is classified as poor (**Score 2**). Communities around the NP area stated that it was difficult for them to get infrastructure networks in the form of clean water, electricity and even in Sembilang Hamlet, which could not capture cellular telecommunications networks at all. In addition, the main gate network to the National Park and information networks / signposts can be said to be nonexistent. When viewed in detail, the highest score stated by the community on the condition of the infrastructure is 4 or moderate meaning for various local transportation facilities such as speedboats, rickshaws and motorcycle. Whereas from perceptive local government, the data shows (**Figure 4A**) that the mean arithmetic produced is classified as moderate (**Score 4**) on the condition of infrastructure in Sembilang National Park. Local government as a facilitator realizes that the various existing infrastructures are still fairly limited or even require more intensive development and development. After the establishment of Sembilang National Park as a biosphere reserve by UNESCO, infrastructure development is not only oriented towards economic and ecological repertoire, but also must pay attention to every detail of the ecotourist's needs. This is similar to the statement that delivered by Hearne and Salinas (2002), namely "an effective approach in providing services that can balance both ecological conservation and income generation from parks is to understand and incorporate conservation goals, tourists' preferences for nature appreciation, infrastructure, and other attributes of protected areas. "

**Perception of Service Facilities.** The study shows the public perception of the condition of service facilities (**Figure 4B**) in the SNP area produces a score of 3 or classified as rather bad. It is understandable that in fact the conditions of service facilities such as information centers, toilet facilities, places to eat and places to sell (souvenirs) in the Sembilang National Park area are in poor condition. Even in Sembilang hamlet, the limitations and availability of clean water are still one of the fundamental constraints that cause the existing toilet facilities to be not optimal. For these various problems, it is understandable if the public perception of the condition of service facilities in the SNP area is based on the behavioristic learning they feel. Different perceptions were stated by the government on the condition of service facilities in the SNP area, namely produce a score of 4 or moderate meaning. The average arithmetic stated by the government with a value higher than one point from the community can be interpreted as one of the nonextremism expressions. One of the factors that leads to the unfolding of the scale of attitudes is the authority and duty of local government as a development facilitator. Nevertheless, the government also realizes that various limitations of public service facilities should be optimized to the maximum extent to support all social needs of the community elements and potential ecotourists.

**Perception of Environmental Conditions.** Primary data (**Figure 4C**) shows the public and government perceptions of environmental conditions in the SNP area are relatively high or only able to produce an average value of 5. This indicates that the community is quite aware of the environmental conditions in the SNP area. One indicator that gains low scores is in term of environmental cleanliness, namely the score 3. The absence of laystall networks is a factor that causes poor environmental cleanliness so that the existing garbage is scattered in the residential environment. The other two indicators that produce high scores (**Score 6**) for environmental conditions are indicators of community attitude or hospitality and service of officers towards visitors or the community.



**Figure 4.** (A) Perception of Infrastructure Condition; (B) Perception of the Condition of Service Facilities; (C) Perception of Environmental Condition and; (D) Perception of Ecotourism Resources.

**Perception of Ecotourism Resources.** The results of the study (Figure 4D) shows that there is a differentiation in scale of attitudes inter-actors about the condition of ecotourism resources; where the arithmetic mean given by society is high (Score 6), while the government only gives a rather high

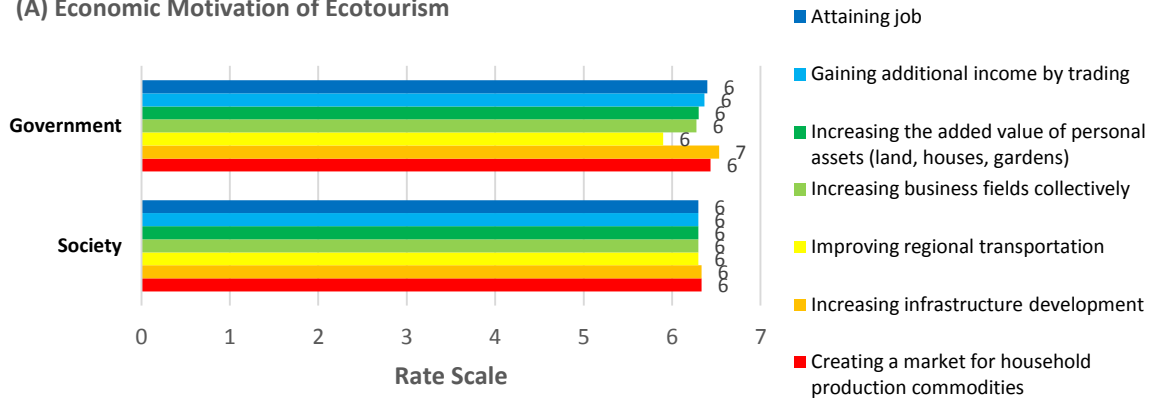
meaning (**Score 5**). This indicates that a very high society enthusiasm in order to the discourse of ecotourism development in their region implemented factually and gradually. While for the government and managers, even though the potential of ecotourism resources in SNP and its surroundings are classified as unique and beauty sites, but it does not mean that every ecotourism resources must always get a high score; because many of them have several ecotourism resources sites which have not received a management treatment at all. In addition, the experiences of each individual government employee (national park managers) also provides more objective thought considering that many of them have traveled outside region either for travel or even involved in activities to identify potential ecotourism resources.

**Economic Motivation of Ecotourism.** In the context of economic motivation, the data shows that there is no differentiation in attitude scale as both actors agree (**Score 6**) on the economic motivation of ecotourism (**Figure 5A**). For the government and the local community, open ecotourism development is not only able to open jobs and increase income, but also able to stimulate the development of local infrastructure to facilitate the people's economic distribution chain in their environment. Tourism Attitude Research has shown that the economic benefits that can be generated from the tourism sector include opening employment, earning additional income, increasing infrastructure development and even enhancing the views of the community or tourists that are useful for "endorse tourism development" (Archer & Cooper, 1998; Lindberg, 2001; Liu & Var, 1986; Mehta & Kellert, 1998); Lai & Nepal (2005).

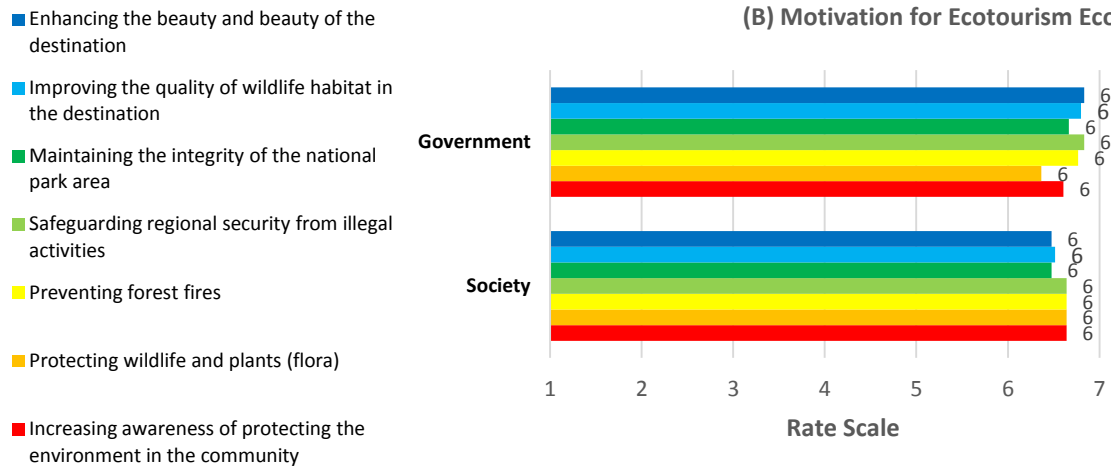
**Motivation for Ecotourism Ecology.** In general, the data shows that there is no significant discrepancy between actors for ecological ecotourism motivation. In the diagram (**Figure 5B**), it is seen that the community and the government/ manager agree (**Score 6**) on the overall indicators of ecotourism ecological motivation. Both actors believe that ecotourism development is able to improve the psychological and psychomotor of community in maintaining Sembilang National Park area. In addition, with the existence of the ecotourism downstream industry, then the community will not only participate in preserving environmental sustainability, but also actively participate in maintaining the integrity of the functions and aesthetics of all ecological elements in the conservation space and its residential environment. Nugroho (2011) emphasizes that there are several benefits that can be achieved from the tourism industry (ecotourism), those are: 1) financial distribution; 2) effectiveness of planning and management of the environment; 3) the raise of awareness and environmental protection; 4) alternative employment opportunity, and; 5) regulatory and institutional effectiveness.

**Socio-Cultural Motivation of Ecotourism.** In various cases, the data shows that there is no symptom of polarization in the direction of stakeholders on the socio-cultural motivation of ecotourism. Overall, both the community and the government give a score of 6 or good meaning for the socio-cultural motivation of ecotourism (**Figure 5C**). It can be interpreted that there is conceptual harmony in looking at the socio-cultural benefits of ecotourism. The harmony of cultural motivation is allegedly due to the degradation of the community's cultural order in various regions due to the strong development of technology and information; so that alternative development instruments (ecotourism) are needed which are believed to be able to revitalize the traditional (socio-cultural) order of society to become more entrenched. Meimand *et al.* (2017) stated that: "local residents of villages in this study perceived socio-cultural impacts of tourism positively and greatly support future tourism development in their area of living". Among social-cultural factors, intrinsic motivation as non-monetary aspect of tourism development leads to the high acceptance of tourism by local residents of the Homestay program in this study (Meimand *et al.* 2017).

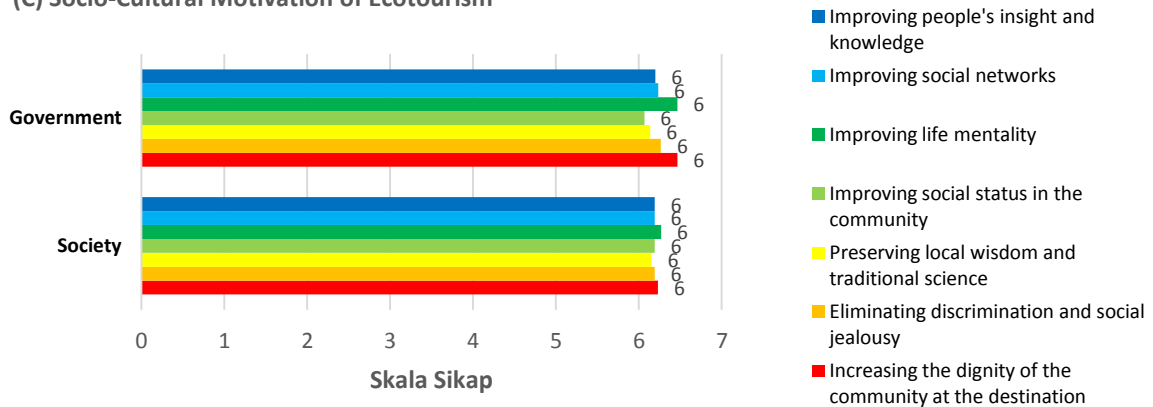
**(A) Economic Motivation of Ecotourism**



**(B) Motivation for Ecotourism Ecology**



**(C) Socio-Cultural Motivation of Ecotourism**



**Figure 5.** (A) Economic Motivation of Ecotourism; (B) Motivation for Ecology of Ecotourism and Social Affairs; (C) Socio-Cultural Motivation of Ecotourism

**4.3. Discussion**

In order to harmonize the perception and motivation discrepancy of stakeholders, the first step that must be taken is to conduct collaborative management and sectoral integration. This can be realized in a Focused Group Discussion (FGD) activity involving all components of the local community, government and universities and non-governmental organizations and several travel agencies. To simplify the design of strategy, the general strategy that is often used is the SWOT analysis; by concluding aggressive strategy. As with the IFA and EFA, then aggressive strategy can be interpreted by optimizing several important points including: 1) ecotourism development planning; 2); collaboration and partnership management.

**Ecotourism Development Planning.** In ecotourism development planning or tourism, it is not difficult to find a plan that relies solely on supply needs without thinking about the demand approach, space utilization or behavior approach. By only capitalizing on the cognitive abilities of the planner and the experience that relies on "copying success stories," it is not uncommon to find tourist areas that are abandoned and seem to be just "advanced in place" aspect only. Various experiences prove the managerial failure contribute to the failure of ecotourism development planning, which often focuses on empowerment and collaboration aspect only. Both aspects are still needed, but fallacy happens when it is placed in the starting implementation concept; consequently, this often leads to ineffectiveness and inefficiency to be examined in a macro and comprehensive manner. Therefore, the development concept approach is necessary, which begins with an objective desk study with various approaches.

In considering various existing ecotourism development planning approaches, one of the good and comprehensive approach is by adopting the approach that was put forward by WTO (1994); Avenzora (2013), which begins with: 1) initial study; 2) goal setting; 3) data collection survey; 4) analysis and synthesis; 5) policies and plan formulations; 6) recommendations; 7) implementation and monitoring. If the WTO (1994) approach is simplified, the ecotourism development plan can be simplified into 2 (two) stages, namely the Master Plan and Site Plan and/ or Detail Plan. In the Master Plan, the planning framework can rely on supply approach, demand approach, integrated approach and even enrich the behavior approach. After various planning approaches are operated, data analysis and synthesis will produce a strategic design on macro basis; in which contains Vision, Mission, and Scenario of Program and Activity Implementation. While in the Site Plan Document and/ or Detail Plan, the essence contained in them are the development of public sites/ spaces or business spaces which are detailed up to the implementation of infrastructure development. Various physical developments in the business space or even public space have been studied with various sites, ecological and even socio-cultural considerations; so that they don't degrade the natural or cultural quality of the landscape.

**Collaborative Management and Partnerships.** In collaboration and partnership management, every actor involved in ecotourism development must first agree on the macro orientation of ecotourism development in the long run. Various actors (Government, Universities, NGOs, Private Parties and Communities) will act as regulators, conceptors, initiators, collaborators and implementors as agreed in the legal umbrella. Various experts should remind that ecotourism development is multi-disciplinary and multi-actor; so that collaboration and partnership management is not only done in one short project, but must be carried out in stages and gradually.

In its implementation, ecotourism development will be divided into 3 major phases, those are: 1) harmonization and consolidation phase, namely tactical steps used to elaborate various policies to be operated; in order to strengthen various existing internal resources. In addition, in this period it can also be said simply as an effort to collect all interests, policies, directions or objectives of the development program in the SNP area as a whole and across sectors. In this phase, it is like a market penetration that aims to win the inter-sectoral market competition process with good integrity. 2) optimization phase of ecotourism development, namely optimizing various ecotourism development programs in the SNP area; both in terms of physical material development and organizational development and human resources. In addition, this phase is also the implementation of various program targets that have been set to achieve optimal distribution of benefits. 3) The rejuvenation phase, aims to anticipate the mismanagement of various program optimization program phases, but also intends to regenerate the sustainability of various programs that have been done in the previous phase of the program which has not been conducted at all.

## 5. Conclusion

Overall, the results of the study show that the community and the government fully support the various processes of developing tourism in their region. Stakeholders realize that various distribution of benefits can be achieved such as the opening of new jobs, increasing community income or added value, and increasing demand for goods and services. In addition, stakeholders also believe that the development of tourism is capable of revitalizing various ecological aspects and socio-cultural settings to become a new order that is more positive; so that all ecological and socio-cultural elements

that exist within and outside the region do not get worse and degraded. The various orientation discrepancies among actors in ecotourism development are always present in every ecotourism development plan; so that the discrepancy is not used as a fundamental obstacle, but must be encouraged and made a strong motivation to be consistently involved in integrated and comprehensive ecotourism development; which is later legalized in a legal entity agreement.

By considering IFA and EFA, the strategic synthesis that must be carried out includes: 1) Ecotourism Development Planning, beginning with the study of the Master Plan that relies on the framework of supply approach, demand approach, integrated approach and even enriching with the behavior approach. Then, the next step is to implement the implementation-study contained in Site Plan Documents and/ or Plan Details. These documents are needed to design the development of public sites/ spaces or business spaces which are detailed up to the implementation of infrastructure development. 2) Collaboration and Partnership Management, in this case every actor involved in ecotourism development agrees on the macro orientation of ecotourism development in the long term. In its implementation, ecotourism development will be divided into 3 major phases, namely: a) harmonization and consolidation phase, b) optimization phase of ecotourism development, c) rejuvenation phase.

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